

ANNUAL PUBLIC FILE EEO REPORT

Call Sign of Station (s): **KNSD**

1. Listed are all the full-time job vacancies filled by any station covered by this report during the past year (For the period August 1, 2015 – July 31, 2016)
2. For each vacancy listed, attached to this report are the relevant and completed Recruitment Source Data Forms.

Assignment Editor	22480BR
Reporter/Anchor	21272BR
Research Analyst	20973BR
Marketing Planner	22636BR
BD Account Manager	22808BR
Digital BD Account Manager	23310BR
Editor	23328BR
Photographer	23010BR
Content Producer	22774/22772
Executive Producer	25129BR
Sports Reporter/Anchor	21362BR
Associate Producer	25067BR
Photographer	25735BR
Commercial Copy Coordinator	25980BR
APC Operator	26730BR
APC Operator	27345BR
Digital Media Producer	26338BR
Topical Producer	27279BR
Broadcast Engineer	25835BR
Media Manager	25704BR
Story Producer	27953BR
Assignment Editor	28262BR

3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1?

FT= 102

4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form

Name of Recruitment Source	Total Number of Interviewees
nbc7sandiego.com portal to nbcunicareers.com	47
Employee Referral	18
Internal	16
Intern	1
Media Organization	0
Newspaper Ads	0
Jobline	0
Other-YOH Contractor	17
Other-Agent	1
Other	0
Unknown	0
Talent Acquisition	0
Other Website/Other	2
San Diego Union Tribune	0
North County Times	0
CCNMA	0
TV Jobs.com	0
National University	0
Southwestern College	0
Point Loma Nazarene University	0
Greater Golden Hill CDC	0
San Diego State University	0
Central Valley Opportunity Center	0
Action Rehabilitation Council	0
Regional ROP	0
Indian Human Resource Center	0
MAAC Project	0
University of California	0
SDYCS NFL Youth Education	0
National Assn. of Hispanic Journalists	0
National Hispanic Coalition	0
Asian American Journalists Assn.	0
California Employment Development Dept.	0
Medialine	0
San Diego Assn. of Black Journalists	0

5. Please summarize the station's (or station group's) broad outreach initiatives during past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

Annual Public Report-Broad Outreach:

The Station engages in broad outreach in recruiting for its full-time vacancies and has widely disseminated information concerning these vacancies to recruiting organizations reasonably calculated to reach the entire community. (See recruiting organizations listed in #4 below.) The Station sends job opening notices to community organizations who have requested such notification and to additional organizations the Station has identified. Each year, the Station places a display advertisement in the San Diego Union Tribune inviting interested community groups to complete the form to receive job opening announcements. The list of organizations is periodically reviewed and updated. The Station also maintains a job hotline telephone number where open positions are described, and the Station's website, <http://www.nbcsandiego.com/contact-us/> directs interested applicants to apply for open positions at www.nbcunicareers.com. The Station broadcasts frequent announcements directing individuals interested in job opportunities at the Station to both the jobs hotline and the career portal website.

I.) Internships and Education

1.) College Internship Program: Fall 2015-Summer 2016

Total Students:	21	News:	10
		Sports:	3
		Sales:	3
		Creative Svcs. & Comm.:	2
		Operations:	0
		HR:	0
		Finance:	2
		IT:	0
		Web:	1
		Digital:	0

Description: NBC 7's College Internship Program offers a wide range of internship opportunities for students interested in careers in broadcasting. Our internship program provides students practical skills through hands-on assignments working with talented broadcast professionals who are willing to share their knowledge. Students have the opportunity to work in news, operations, IT, sales, programming/creative services, finance, and human resources. Students receive wages and college credit, if applicable, for participating in this program.

Participating Staff:

- **Mackenzie Haggerty, Integrated Sales Manager**
- **Sammie Swift, Production Manager**
- **Derek Togerson, Reporter, Sports**
- **Paige Norris, HR Director**
- **Lori Brown, Producer**
- **Donna Stewart, News Operations Mgr.**
- **Tara Jelnicki, Senior Creative Producer**
- **Ozzie Alvillar, Finance Manager**
- **Angela O'Brien, Director of Finance**

2.) EMMA Bowen Foundation Internship and Scholarship Program

Total Students: 1: Eric Lujan

Description: Emma Bowen Foundation was established by the media industry to help increase access to permanent job opportunities for minority students by providing scholarships and paid internships. The Foundation's program is unlike other intern programs in that students work for partner companies during summers and school breaks from the end of their junior year in high school until they graduate from college. During this multi-year period, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. NBC has the opportunity to guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation, to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program. NBC 7 has had a student intern continuously participating in the program since 2001.

Participating Staff:

- **Paige Norris, HR Director**
- **Darcey Gulen, Office & EHS Manager**
- **Emmanuelle Sevieux, Technical Project Manager**

II. Job Fairs

1. National Convention, NABJ – Boston, MA

August 2015

Participants: Chuck Westerheide, Asst. News Director

Description: Annual Recruitment Convention and Speaker Forum sponsored by the National Association of Black Journalists

2. National Convention, AAJA – Washington, DC

August 2015

Participants: Greg Dawson, VP of News

Description: Annual Recruitment Convention and Speaker Forum sponsored by the Asian American Journalists Association.

3. Latino Film Festival Creative Careers Expo

April 2016

Participants: Charisma DeBerry, Community Manager

Description: KNDS served as a media sponsor for the San Diego Latino Film Festival and participated in their satellite career expo. The expo highlighted to attendees the various employment opportunities available in Media and related creative industries.

III. Training For Employees

1. Legal and Standards Training- San Diego, CA,

May 2016

Participants: All News Personnel

Description: Good decision-making depends on people having reliable, accurate facts and having the judgment to put them in a meaningful context. These informative sessions hosted by NBCUniversal's Owned Station divisional News and Compliance experts were conducted to reiterate and familiarize news staff with our journalistic integrity and standards training expectations. Training touches on updating journalistic style guides to better ensure nondiscriminatory and unbiased reporting related to race, religion, gender and/or other cultural or community issues.

2. Diverse Leaders - LEAP,

October 2015

Participants: Angela O'Brien, Finance Director

Description: The Comcast NBCUniversal Joint Diversity Council has identified an initiative to recognize and develop aspiring Asian American employees for more senior roles. LEAP specializes in developing Asian and Asian American leaders through the design of a leadership development program specifically tailored to meet the needs of our Asian Pacific/Islanders (API) employees at Comcast NBCUniversal. The program will be limited to 30 Director-level API employees evenly split between Comcast and NBCUniversal. The duration is approximately 11 months, with three 1 ½ day classroom sessions.

3. Jump Training: Los Angeles, CA:

September 2015

Participants: Mackenzie Haggerty

Description: Applicants want to work for companies that offer them training opportunities. As such, KNDS participates in JUMP training. This career development workshop teaches new managers how to effectively lead, manage and mentor teams. The training was facilitated in Los Angeles classrooms, as well as through modular self-trained courses that could be experienced in the employee's workplace.

4. Investigative Reporters and Editor (IRE) Conference: Philadelphia, PA June 2016

Participants: Mari Payton, Reporter; Lynn Walsh, Executive Producer; Jay Yoo, Photographer

Description: IRE offers over 100 panels, hands-on classes and special presentations about covering business, public safety, government, health care, education, the military, the

environment and other key beats. Speakers shared strategies for locating documents and gaining access to public records, finding the best stories and managing investigations. Training was given on how to better practice investigative journalism in print, broadcast, web and alternative newsroom models.

5. KNSD Future Talent/Pipeline Post Grad Training Programs: San Diego, CA Ongoing 2015-16

Participants: Jill Duran, Producer Development, Judith Equihua, Producer Development; Michael Maxwell, Nextech Broadcast Engineer Program.

Description: KNSD participates in NBCU sponsored post grad career development programs. These paid apprenticeships are designed to recruit diverse talent from smaller markets to better prepare them for a career in a large market broadcasting environment. In addition to performing their full time roles at the station, candidates participate in additional corporate training programs in New York or other Owned Station Large markets so that at the end of their program term, they are more marketable and competitive as candidates.

IV. Community Group Sponsored Participation- Networking

Employees of the Station participate in extensive community affairs activities throughout the Station's service area, with many of these events focused on diversity in the community. This participation also creates opportunities to educate the community about broadcasting and employment opportunities in the broadcast field. Detailed information concerning the community events in which Station's personnel participated is set forth below:

1. San Diego City College Journalism Program Advisory Board: San Diego, CA Ongoing 2015-16

Participant: Greg Dawson, Vice President of News

Description: As part of the advancement of the future of Journalism, working news professionals are brought in to speak to students to mentor and advise them, not only at San Diego City College, but also to San Diego State University and Southwestern Colleges students as well. This outreach directly benefits diverse students interested in seeking a career in journalism.

2. SD Association of Black Journalists, San Diego, CA Ongoing 2015-16

Participant: Donna Stewart, News Operations Manager; Dick Kelley, President

Description: KNSD enjoys a strong relationship with the SDABJ which advocates on behalf of African-American journalists in San Diego. In addition to KNSD staff fulfilling board roles, the station is proud to sponsor chapter initiatives such as Pro For a Day and their annual Scholarship dinner. Additionally, the Station is able to promote employment and internship opportunities with SDBJA members through job postings and Board Members referrals.

3. San Diego Chapter Association of Hispanic Journalists, San Diego, CA Ongoing 2015-16

Participant: Elena Gomez – Reporter/ Local Chapter President

Description: Local Chapter support of National organization to support Hispanic journalists. In addition to supporting Chapter president, Station management also involved with mixers and

panel events where aspiring journalists met with working journalists and our Vice President of News, Greg Dawson. Members attending sponsored functions are informed of employment and internship opportunities that are available within the Station.

**5. San Diego Chapter Association of Asian Journalists, San Diego, CA
Ongoing 2015-16**

Participant: Liberty Zabala, Reporter; Candice Nguyen, Reporter

Description: Local Chapter support of National organization to support Hispanic journalists. In addition to supporting Chapter president, Station management also involved with mixers and panel events where aspiring journalists met with working journalists and our Vice President of News, Greg Dawson. Members attending sponsored functions are informed of employment and internship opportunities that are available within the Station.

**5. San Diego Society of Professional Journalists (SPJ), San Diego, CA
Ongoing 2015-16**

Participant: Lynn Walsh, Executive Producer; National SPJ Board Member

Description: As Board member, Ms. Walsh helps the San Diego Pro Chapter sponsor professional development and networking programs throughout the year, including annual journalism awards contest for professional and college journalists, sponsors an annual high school essay contest, and hosts an annual awards banquet. The chapter also assists local journalists and the public with First Amendment issues, access to public records and government meetings, and newsgathering issues.

**6. Salute to Service, November 2015
Participant: All Station Tent pole initiative**

Description: We take our role within San Diego's military community seriously. So on Veteran's day we sponsored a Community wide event that was free to all Military and their family. The day included entertainment, career services, food, prizes information booths and interactions with NBC 7 talent all taking place atop the flight deck of an aircraft carrier.

7. Comcast Cares Day: April 2016

Participants: All Station Event

Description: The best way to increase visibility in the community is to be seen as a part of the company. In the spirit of the largest employer sponsored Volunteer effort in the nation, 25 of KNSD's team participated in a clean-up effort in the Tijuana River Valley Community Garden.

**8. Voices for Children Advisory Board: San Diego, CA
Ongoing 2015-16**

Participant: Richard Kelley, President & General Manager,

Description: Voices for Children (VFC) is a non-profit organization which advocates for the best interests of abused, neglected and abandoned children within the San Diego County Foster Care System. Affiliate of the National CASA Organization, VFC recruits, trains and supervises a group of committed volunteers who are empowered by the court to advocate for children in foster care. CASA's guide their case children through the sometimes complex and confusing time in their lives. Our CASA's work directly with diverse groups acting as mentor's and helping them learn about the Broadcast industry as a potential career path.

**9. Jacobs and Cushman San Diego Food Bank : Advisory Council San Diego:
Ongoing 2015-16**

Participant: Richard Kelley, President & General Manager

Description: As the largest hunger-relief organization in San Diego County, the San Diego Food Bank provides food to people in need and connects the people we serve to a range of health and human service providers. Through the Food Bank we are able to reach a diverse demographic, that perhaps otherwise we would not get to connect with.

**10. Make A Wish of San Diego : Executive Committee San Diego, CA
Ongoing 2015-16**

Participant: Richard Kelley, President & General Manager

Description: Since 1983, Make-A-Wish has worked to grant the wishes of children with life threatening medical conditions. As a non-profit 501(c)3 charity, Make-A-Wish San Diego depends on a volunteer governing board of directors to ensure that resources are maximized for providing once in a lifetime experiences to eligible recipients. Our close work with children and families helps them to better understand the power of broadcasting and often times they become brand ambassadors for the station.

11. Promax: Las Vegas: June 2016

Participants: Heather Luskie, Brand Director; Tara Jelnicki, Sr. Producer; and Kerrie Briggs-Art Director. Description: International marketing association 's annual conference for entertainment marketing professionals to promote marketing strategies, provide educational opportunities and recognize those who are advancing the field of creative marketing in a Broadcast environment.

12. Community Advisory Board – Ongoing 2015-16

Participants: Heather Luskie, Brand Director; Marybeth Kneussl, Brand Director; Charisma DeBerry, Community Manager

Description: NBC 7's commitment to Community Coverage means extending beyond our responsibility to deliver local news. We are committed to using our "voice" to help create measurable change in our community. We therefore invite local business and non-profit leaders, leaders and nonprofit businesses to attend quarterly planning meetings. Through close relationships with non-profit partners and strategic business collaborations, NBC 7 produces effective and innovative solutions to maximize community impact and motivate progress.